

THE EFFECT OF YOUTUBE MEDIA OF ONLINE REVIEW, VISUALIZATION AND TRUST ON INTENTION TO BUY SMARTPHONE

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Abstract. The increasing competition among the smart phone brands in Indonesia has turned most of the people To gain an accurate information in order to choose the right product/ smartphone . The online review that has been made by the users over the social networks might directly influence the consumer attitude toward the brand and the purchase intention. The results of the studies are expected to provide contributions for the smartphones producer in defining the direction of their company strategies from the perspective of the consumer in performing online shopping activities. The data analysis the researcher has run by using the PLS 3.0. In the same time, survey by means of questionnaire distribution carried out toward the respondents who used to perform transactions through online sites. Finally, this research found that visualization, online review and trust have positive impact on Consumer smartphone purchase intention of consumer through You Tube Channel.

Keywords: Visualization, Online Review, Trust, Intention

Abstrak. Persaingan antar merek *smart phone* sekarang ini di Indonesia, sehingga membuat sebagian besar masyarakat membutuhkan informasi yang akurat untuk memilih yang sesuai. Review online yang dibuat oleh pengguna melalui jejaring sosial mungkin secara langsung mempengaruhi sikap konsumen terhadap merek dan niat beli. Hasil studi tersebut diharapkan dapat memberikan kontribusi bagi produsen *smart phone* dalam menentukan arah strategi perusahaan dari perspektif konsumen dalam melakukan aktivitas belanja online. Analisis data yang dilakukan peneliti menggunakan PLS 3.0. Sementara itu, survei melalui penyebaran kuesioner dilakukan terhadap responden yang biasa bertransaksi melalui situs online. Akhirnya, penelitian ini menemukan bahwa visualisasi, review online dan kepercayaan yang berpengaruh positif terhadap niat beli smartphone konsumen melalui You Tube Channel.

Kata Kunci: Visualisasi, online review, kepercayaan, niat

INTRODUCTION

The number of cellphone users in Indonesia has been increasing and in the same time the development of Internet technology in Indonesia has been increasingly active. The Indonesian society, which has been dominated by the young generation, makes the Internet easy to penetrate the life of the society since the Internet has been more and more popular among the young generation (Alexander & Permana, 2019). Certainly, such easy penetration by the Internet should be a huge opportunity for the Internet industry to keep thriving in the incoming years. Looking at the promising development, a site named Daily Social (DS) has launched several reports on the Internet markets in Indonesia until the end of last year (Winata & Permana, 2020).

The increasing competition among the smartphone brands in Indonesia has turned most of the people to To gain an accurate information in order to choose the right product/ smartphone

.Thus, the smartphones which specifications meet the needs and the financial conditions of the users will be the main preference. With regards to the smartphone and also the increasing use of YouTube, one of the smartphones that have been widely reviewed over the website is Samsung (Carisinyal.com).

Being a company of main technology is more than providing new product and interesting service. Nowadays, Samsung has been the greatest manufacturer of smartphones with various price range. The results of a study toward the brand show that Samsung has been very successful in the market because the millennial generation of Indonesia has identified the company as the most trustworthy brand. Thus, it might be implied that brand trust might be established due to the expectation that other party will act in accordance to the needs and the desires of the consumers. When an individual has trusted one specific brand, he or she will believe that the expectation will be met and the disappointment will be completely diminished (Desi, 2014; Ramli et al, 2020).

Several previous research focuses on identifying the factors that influence the customers intention in online shopping behavior. Most of the research adapts the Technology Acceptance Model in predicting factors that influence the customer in online shopping behavior particularly in gadget product (Moore et.al, 2018; Alexander & Permana, 2019; Winata & Permana, 2020). Most of the research only focus on the customer approach in identifying the factors that influence in intention to buy. There are very limited study about online shopping behavior by exploring in the perspective of the seller (Liu et.al, 2020; Zhao et.al, 2020). Accordingly, it is significant to identify the factors that influence customer purchase intention from the lens of the producers (Verte & Kolbe, 2020; Zhang et. al, 2020)

In the same time, the online review that has been made by the users over the social networks might directly influence the consumer attitude toward the brand and the purchase intention. Lina (2015) explains that the social media websites have created a valuable opportunity for online interaction and thus the purchase intention of the consumers will not only be based on the advertisement anymore but also on the consumer opinion in the form of online review. Then, in Indonesia alone, there have been many people who are well known for their online review over the YouTube Channel under the title "Smartphone"; these people are also known as Reviewers. Some of the famous reviewers in Indonesia are, namely, GadgetIn, Sobat Hape, Putu Reza, Bang Ripiu and many more. These people usually review the smartphone products through the social networks such as YouTube, Instagram and Twitter. However, the reviewer that will be the main focus in this study is Gadgetin because this reviewer has higher number of reviewers and is the Number 1 Gadget Reviewer in Indonesia (Andika, 2016).

From the results of the studies that have been conducted previously, it is found that trust on the smartphone review in the YouTube Channel has partial influence on Purchase Intention of the netizens (Ginsan, 2018; Dewi, 2018). These outcomes are also supported by the results of several studies which claim that Online Review of smartphones in the YouTube Channel has an impact on Purchase Intention (Husna, 2018; Dirgantaram 2018). Last but not the least, these outcomes are also supported by the results of the studies which claim that Visualization on the review content in YouTube channel has influence on Purchase Intention of the consumers (Yoselvin, 2018).

Departing from the above elaboration, within the present study the researcher would like to focus on the influence of YouTube media of online review, visualization and trust toward intention to buy smartphone. The results of the studies are expected to provide contributions for the smartphones producer in defining the direction of their company strategies from the perspective of the consumer in performing online shopping activities. In addition, through the conduct of the study the researcher would like to expect as well that the results of the study might provide

contributions for the future studies, especially for the future studies in domain of online purchase behaviors, from the perspective of online review, visualization and trust.

LITERATURE REVIEW

In this chapter, the researcher would like to review the underlying theories for the conduct of the study and also to develop the hypotheses and the framework for the conduct of the study. The theories that will be reviewed within the conduct of the study are related to theory of E-Marketplace, Marketing Communication and Web Design. The theory, the hypotheses and the research framework might be consulted in the following sections.

Purchase Intention. Purchase intention is part of behavior components within the consumption behavior. Therefore, it might also be defined that purchase intention refers to the stage in which the consumers shape their preference among the available alternatives that have been clustered into alternative sets and finally purchase an alternative that the consumer likes most (Widayati, Ali, Permana & Riyadi, 2019). Thus, purchase intention might also be defined as the process that a consumer should go through in order to purchase a product or a service based on several considerations (Pramono, 2012). Last but not least, purchase intention might also be defined as something that appears after having accepted the stimulation from the product under observation; from the expose to this stimulation the consumer develops an interest to try the product up to the point in which he or she has the desire to possess the given product (Hidayat & Setiawan, 2012).

Visualization. Visualization can also be considered as a form of communication in which the visual language has been the main power that is visible and manipulable for delivering messages that have certain implication, meaning and intention (Wuryandari, Vincentiar & Permana, 2019). It might also be suggested as well that visualization refers to the content of values through the utilization of visual language that has been delivered through certain media in the form of design in order to inform, influence and event change the behaviours of the targeted audience in accordance to the desired objective. The visual language under utilization might be in the form of graphics, signs, symbols, pictorial or photographic illustrations, typography or letters and alike and is arranged based on the peculiar conventions of visual language (Siregar & Elizabeth, 2018).

Online Review. Online review by the consumers might be defined as the results of product evaluation that has been downloaded by the company site or the third-party site. Online review might serve as an information source for the consumers in helping them to purchase the given product or service. Then, in viewing the online review over YouTube, there are several indicators that are usually assigned namely: a) reviews; b) pictures; c) places; d) facilities; e) recommendations; and f) tips or suggestions that have been downloaded from the webpage (Zainal, 2017). Departing from the elaboration above, it might be stated that social media might influence purchase intention of the consumers. Consequently, purchase intention is not only based on the advertisement but also the consumer opinion in the form of online review

Trust. Trust refers to the believe in which an individual will attain something that he or she expected from another individual. Trust covers the willingness of an individual to display certain behaviours due to the believe that his or her partner will meet his expectation and an expectation that an individual generally holds implies that the words, the promises or the statements of an individual are trustworthy. Trust itself is also the foundation of any business. A business

transaction between two parties or more will occur if each party shares the mutual trust. This trust is not immediately acknowledged by the other party or the business partner but, instead, should be established and be well-proven from the beginning of the commitment. As credibility, trust might be defined as how far a consumer believes that the supplier has the skills to perform activities effectively and reliably. Trust, therefore, is linked to the intention of a company to rely on their exchange partner. In addition, trust might serve as part of good deeds because trust is based on how far a company believes that its partner has profitable intentions and motives (Maima, 2012). Then, as having been defined, trust refers to the belief of a consumer toward a product or a service (Ramli, 2012). As an alternative, trust might be defined as the availability or the readiness of a company to meet the needs of the consumers in accordance to their desires (Noorlaily & Fitdiarini, 2015). Departing from these explanations, it might be concluded that trust has influence on the belief toward a product or service and the belief of an individual in attaining what has been expected by other people.

Hypothesis Development. After gathering the theories that might support the conduct of the study, the researcher would like to define the hypotheses that will be further investigated within the study. These hypotheses are proposed in relation to the topic of the study and also the theories that have been reviewed within the study. Thus, the hypotheses might be consulted in the following section.

The Influence of Visualization on Purchase Decision. Ekariana (2014) mentions that the Visualization of OOTD (Outfit Of The Day) pictures by the celebgrams in promoting a fashion product has been considered to be able to create a self-concept trend in the fashion so that the product will draw more attention and thus develops the purchase intention among the consumers. On the other hand, according to the results of a study by Nurbaiti (2018), it is found that Visualization and Attitude toward Educational Content have positive and significant influence on Visit Interest. Departing from this elaboration, the first hypothesis will be proposed as follows:

H₁ : Visualization has positive and significant influence on Purchase Intention of the YouTube viewers in GadgetIn Channel.

The Influence of Online Review on Purchase Decision. Mukhopadhyay (2015) has found that Online Review has influence on Purchase Intention. On the other hand, Erkan (2016) has found that Social Media (YouTube) has influence on Purchase Intention; as a result, the more an individual is involved in the interaction through the Social Media (YouTube) the more he or she will develop the Purchase Intention. Then, Jalilvan & Samiei (2012) in their study have found that consumers will purchase a product after they have seen and read information through the social media review; therefore, Online Review has huge influence on Purchase Intention of the consumers. Departing from this elaboration, the second hypothesis will be proposed as follows:

H₂ : Online Review has positive and significant influence on Purchase Intention of the You Tube Viewers in GadgetIn Channel.

The Influence of Trust on Purchase Decision. Last but not least, Kartika (2014) has found that Consumer Trust and Knowledge on the use of social media altogether have positive and significant influence on Purchase Intention of online consumers. On the contrary, Widhiani (2018) in her study has concluded that Consumer Trust and Information Quality has positive influence on Purchase Intention. Eventually, Anwar & Adidarma (2016) in their study have found that the higher rate of consumer trust toward online shopping site will decrease the perceived risk in performing the online transaction; in summary, they state that Consumer Trust has positive and significant

influence on Purchase Intention of the consumers. Departing from this elaboration, the third hypothesis will be proposed as follows:

H₃: Trust has positive and significant influence on Purchase Intention of the YouTube Viewers in the GadgetIn Channel.

Research Framework. Based on the theories that have been reviewed and also the hypotheses that have been proposed, the researcher framework for the conduct of the study might be defined as follows:

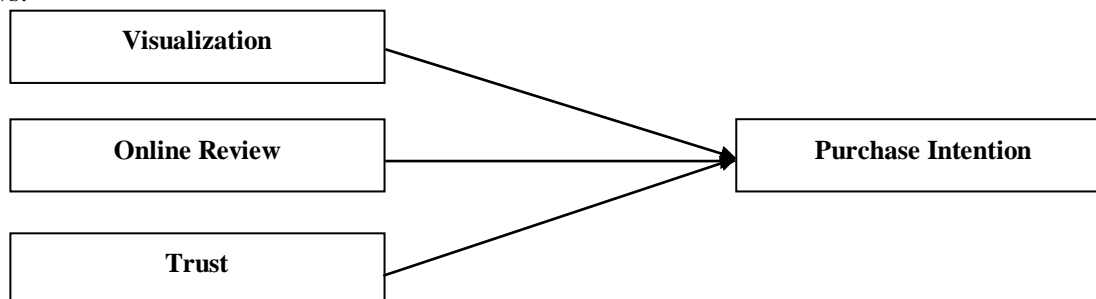


Figure 1. Research Framework

METHOD

The empirical study was carried out in Indonesia cosmetics Industry. Looking at the characteristics of the existing population and the purpose of this study, the sampling technique in this study is purposive sampling, which is the determination of respondents from the population with certain criteria. The target population for the study was regional residents live in DKI Jakarta. Sample selection was a result of the purposive method; determining the number of representative minimum samples depends on the number of indicators multiplied by five to ten, then the number of samples used in this study is a minimum of 120 respondents (Hair et al, 2016). Data were gathered during the months of March and April 2020.

The collected data would be analyzed with SmartPLS. It is a structural equation modeling (SEM) software which is intended to analyze the significance on each relationships. Due to the variance based on its statistical algorithm, the fit indices is not necessary to be conducted (Hair et al., 2016). Data analysis would be conducted on two steps: (1) outer model, which includes the testing of composite reliability (CR), discriminant and convergent validity, outer loading, and collinearity assessment; (2) structural model, which includes the evaluation of t-value for hypotheses testing, coefficient of determination (R²), effect size (f²), and predictive relevance (Q²).

RESULTS AND DISCUSSION

The Component/Variance-Based Structural Equation Modelling is an alternative of the Covariance-Based Structural Equation Modelling. This Component/Variance-Based Structural Equation Modelling is also known as Partial Least Square (PLS). This method is intended to perform the causal-predictive analysis within the situations of high complexity and low theoretical support. In line with the intention, the aim of PLS is to find the predictive linear variable among the variables (the component-based predictive model) (Ghozali, 2014). The procedures that should be proposed for meeting the assumptions of the variance-based SEM become the guidelines for the

variance-based SEM modelling both within the data gathering process and within the data processing by means of Smart PLS 3.

Measurement Model

Convergent Validity. The convergent validity test of the measurement model with the reflexive indicators is assessed based on the correlation between the item score/component score and the construct score that has been calculated by using the PLS. The individual indicators will be considered valid if the correlation value is higher than 0.70.

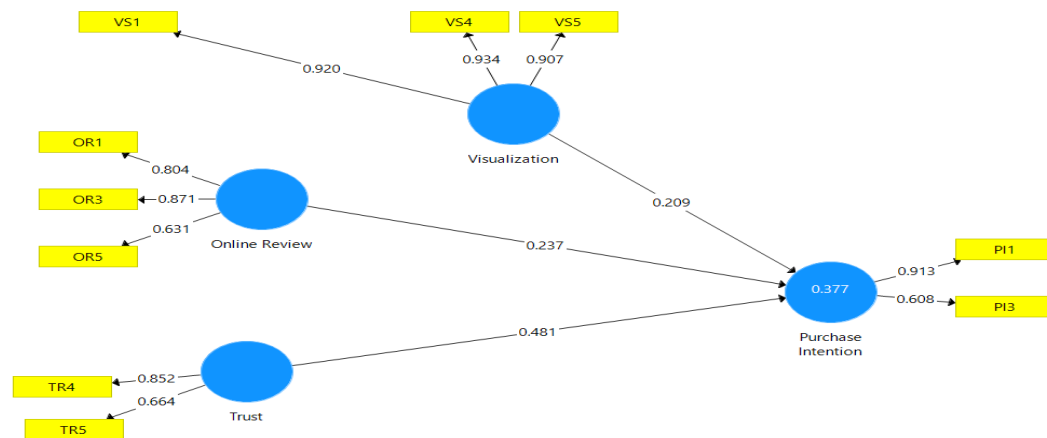


Figure 2. Results of PLS Algorithm

Discriminant Validity. Another method that might be viewed for viewing the discriminant validity is paying attention to the square root of average variance extracted (AVE) value of each construct with the correlation between the one construct and another within the model. The AVE value will determine whether the model is fit or not.

Table 1. Result of AVE

	Average Variance Extracted (AVE)
Online Review	0.601
Purchase Intention	0.602
Trust	0.584
Visualization	0.847

From the Table 1 above indicates all the value of AVEs are above 0.5. Furthermore, the discriminant validity used Fornell Larcker Criterium that show by Table 2 below:

Table 2. Results of Discriminant Validity Test (Fornell Larcker Criterium)

	Online Review	Purchase Intention	Trust	Visualization
Online Review	0.775			
Purchase Intention	0.280	0.776		
Trust	0.042	0.617	0.764	

Visualization	0.110	0.296	0.126	0.921
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From the results in Table 1 and 2 above, it might be concluded that the square root of the Average Variance Extracted (AVE) for each construct has been higher than the correlation value between one construct and another within the model. From the AVE and Discriminant Validity Value, it might be concluded that the construct within the model that has been estimated already meets the discriminant validity criteria.

Composite Reliability

The composite reliability test aim at testing the reliability of the instrument within a research model or at measuring the internal consistency. The value of the composite reliability and Cronbach's alpha test should be higher than 0.60. If all of the latent variables have the both the composite reliability test score and the Cronbach's alpha test score that has been equal to or higher than 0.70 (≥ 0.70) then the indication will be that the constructs have good reliability or the questionnaire that has been implemented as the data gathering tool in the study has been reliable or consistent.

Table 3. Results of Composite Reliability

	Composite Reliability
Online Review	0.816
Purchase Intention	0.744
Trust	0.734
Visualization	0.943

Based on the results in Table 3 above, it is apparent that the composite reliability test has shown satisfying results since the composite reliability value of all latent variables have been equal to or higher than 0.70 (≥ 0.70).

Structural Model. The inner model measurement or the inner model test refers to the development of the concept and theory-based model in order to analyse the relationship between the exogenous variable and the endogenous variable that has been elaborated in the conceptual framework. The stage in the inner model test, or also known as the structural model test, consists of the procedures that will be elaborated below.

R-Square.

Table 4. R² Value of the Endogenous Variable

	R Square
Purchase Intention	0.377

Structural models, indicate that the model on the purchase decision variable can be said to bemoderate, because it has a value above 0.377. The model of the influence of latent independent variables (online advertising, online consumer review, and web design) on purchasing intention gives an R-Square value of 0.377 which can be interpreted that the constructability variability of visualization, online review and trust is 37.7%; while the remaining 62.3% can be explained by other variables outside the study.

Goodness of Fit Model

The Goodness of Structural Model test in the Inner Model Measurement makes use of the Predictive-Relevance (Q²) value. The Q-Square Value that has been higher than 0 (zero) shows that

the model has the predictive-relevance value. The R-Square Value of each endogenous variable in the study might be viewed in the following calculation:

$$Q^2 = \sqrt{R^2 \times \text{average AVE}}$$

$$Q^2 = \sqrt{0.377 \times 0.6585}$$

$$Q^2 = \sqrt{0.248}$$

$$Q^2 = 0.498$$

The result of the above calculation shows that the Predictive-Relevance Value has been 0.498 (> 0.000). The implication of the value is that 49.8% variance on the variable Consumer Review might be explained by the variables that had been used. Thereby, the model has been considered fit for attaining the relevant predictive value.

Hypothesis Test (Path Coefficient)

The estimates value for the path relationship in the structural model should be significant. The significant value might be attained by using the bootstrapping procedures. The significance value in the hypothesis might be viewed by looking at the parameter coefficient value and the T-statistics significance value in the algorithm bootstrapping report. In order to identify whether the estimates value is significant or insignificant, the T-table at alpha 0.05 (5%) = 1.96 might be used. Then, the T-table value should be compared to the T-count value (T-statistics). The figure below shows that the result of structural model .

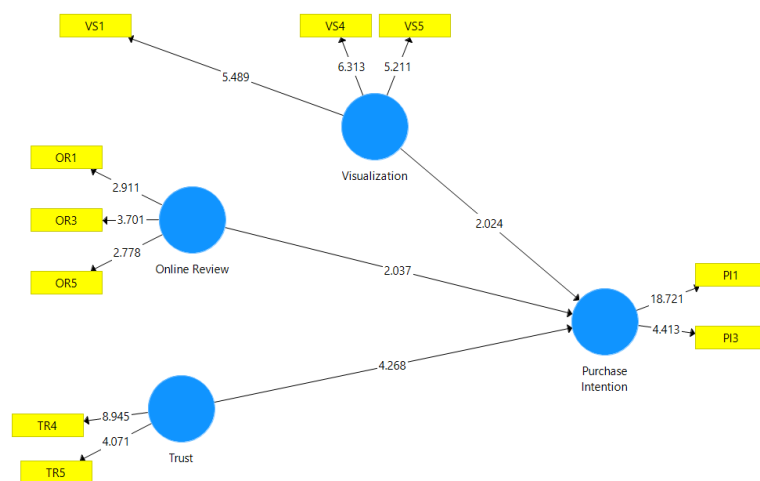


Figure 3. Structural Model

According to figure 2, all the predictor variable have positive and significant impact on purchasing decision. The conclusion of the result of hypothesis testing explains on the table 5 below:

Table 4. Results of Hypothesis

	Original Sa...	Sample Me...	Standard D...	T Statistics (...)
Visualization -> Purchase Intention	0.209	0.207	0.103	2.024
Trust -> Purchase Intention	0.481	0.484	0.113	4.268
Online Review -> Purchase Intention	0.237	0.257	0.116	2.037

Discussion. The first hypothesis (H1) states that there is a positive and significant influence in the relationship between visualization on purchasing intention that significant with a t-statistic value of 2,024 (> 1.96). The positive path coefficient shows a direct relationship, this proves that respondents will be intentioned to buy smartphone because of visualization of the product through you tube. So that the visualization can from you tube can be used be used as a reference by respondents before making a decision to purchase smartphone. The results of this research are in accordance with and in line with research conducted by Ekariana (2014) mentions that the Visualization of OOTD (Outfit Of The Day) pictures by celebgrams in promoting a fashion product has been considered to create a self-concept trend in the in the fashion industry, so that, so that the product will draw more attention and thus develops the purchase intention among the consumers. On the other hand, according to the results of a study by Nurbaiti (2018), it is found that Visualization and Attitude toward Educational Content have positive and significant influence on Purchase Intention. In other words, if related to previous research, it can be said to be consistent.

The second hypothesis (H2) states that there is a positive and significant influence in the relationship between online consumer review on purchasing intention is significant with a t-statistic value of 2,037(> 1.96). The positive path coefficient shows a direct relationship, this proves that respondents will be intentioned to buy smartphone because of a reliable online consumer review through youtube. So that the online consumer review can be used as a reference by respondents making purchase smartphone through review on youtube. The results of this research are in accordance with and in line with research conducted by Mukhopadhyay (2015) which states that there is a positive and significant relationship between online consumer reviews of buying intention. Similarly, Erkan (2016) also conducted a study which stated that there was a positive and significant influence between online consumer reviews on buying intention. In other words, if related to previous research, it can be said to be consistent.

The third hypothesis (H3) states that there is a positive and significant influence in the relationship between web design on purchasing interest is significant with a t-statistic value of 4.268 (> 1.96). The positive path coefficient value indicates a direct relationship, this proves that respondents will generate interest in shopping smart phone through you tube with the reason of the trust with you tube. This finding supports by Kartika (2014) that found that Consumer Trust and Knowledge on the use of social media altogether have positive and significant influence on Purchase Intention of online consumers. In the same vein, Widhiani (2018) in her study has concluded that Consumer Trust and Information Quality has positive influence on Purchase Intention. Eventually, Anwar & Adidarma (2016) in their study have found that the higher rate of consumer trust toward online shopping site will decrease the perceived risk in performing the online transaction; in sumaary, they stated that Consumer Trust has positive and significant influence on Purchase Intention of the consumers. Furthermore, if related to previous research, it can be said to be consistent.

CONCLUSION

Recommendation. The visualization in GadgetIn Channel has positive impact on purchase intention consumer in buying smartphone. Accordingly, the producers of smartphone has to design the best visualization of the product through GadgetIn Channel, because consumers use you tube as their preferences before they make a decision to purchase smartphone.. Moreover, the finding of this research shows that the online review through GadgetIn Channel has positive impact on purchase intention to smartphone of consumers. Thus, the producers of smartphone have to display the best information about the smartphone product in order to get the best review, because it will

attract consumer to buy their smartphone. Trust also has positive and significant impact on purchase intention smartphone of consumer through GadgetIn Channel. The implication of this finding is the producers of smartphone have to use GadgetIn Channel to promote their product, because the consumer trust review product from GadgetIn Channel.

Finally, for the future research, this research can be used as an additional information, knowledge and also be used as a reference for further research. Moreover, for the future research, we recommend trust to be employed a mediator in the relationship between online review and purchase intention. Also, there are still many other variables outside this study that influence purchase intention, such as endorsement, lifestyle and product design.

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